

# The Revitalized Veterans' Home in Chelsea

April 27, 2023



**PENNROSE**  
Bricks & Mortar | Heart & Soul

**DIMELLA**  
**SHAFFER**

**CROWLEY**  
**COTTRELL**

**SOLDIER ON**

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**Development Team**

**DEVELOPER**  
**PENNROSE**



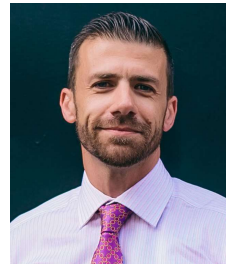
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Regional Vice  
President



**KARMEN CHEUNG**  
Senior Developer



**RYAN KIRACOFE**  
Developer



**PHILLIPPE SAAD**  
Principal

**ARCHITECT**  
**DIMELLA SHAFFER**



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Project Manager

**CIVIL ENG.**  
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**WILLIAM MAHER**  
Project Manager

**HISTORIC  
CONSULTANT**  
**PAL**



**MAUREEN  
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**LANDSCAPE ARCHITECT**  
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**MICHELLE CROWLEY**  
Principal/Owner



**JP CHARBONNEAU**  
Associate

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**PENNROSE MANAGEMENT COMPANY**



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VP Transition  
Management



**SHANNON MOWERY**  
VP Supportive  
Services

**SERVICE PARTNER**  
**SOLDIER ON**



**BRUCE BUCKLEY**  
CEO



**MICHAEL HAGMAIER**  
Executive Vice  
President



**MATTHEW BUCKLEY**  
Executive Vice President

## Veterans' Home in Chelsea

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Residences at Roosevelt Park, Edison, NJ

**22**

States &  
Territories



Saint Luke's Manor, Cleveland, OH

**2,300**

Units Developed in  
Historic Rehabs

**17,200**

Total Units  
Developed



Mary D. Stone School, Auburn, MA

**50**

Years of Experience  
in Affordable,  
Mixed-Income  
Housing



The Pryde, Boston, MA

DIMELLA  
SHAFFER



## Our Development Approach

- **Establishing a shared vision with our partners**
- **Long-term owners and operators of affordable housing**
- **Innovators in Intentional Communities**
  - Veterans, LGBTQ-affirming, Seniors, Developmentally Disabled

### Integrity

We act with honor, honesty, and fairness and we hold ourselves to the highest ethical standards.

### Collaboration

We support each other internally and externally to achieve our collective goals.

## Core Values

### Results Oriented

We take great pride in achieving exceptional outcomes.

### Accountability

We are responsive and take responsible action. We say what we mean, we do what we say.



## Pennrose Management Company

- **35+ years of management experience with specialty in affordable and mixed-income multifamily**
- **Employs 400+ trained professionals**
- **Manages majority of the Pennrose portfolio**
- **Integrated in development process from conceptual design to construction**

**35 years**

PMC management  
experience

**+140**

Properties in PMC portfolio  
10,500 units, across 15+ states & DC



## Pennrose Supportive Services

- **A Holistic Approach to Supportive Services**
- **Focus on Education, Employment, Financial Wellness, Health & Wellness, Homeownership and more**
- **Changing the Conversation Around Mental Health**
- **Pennrose as Master Collaborators**







Bruce Buckley



Michael Hagmaier



Matthew Buckley

**Serving veterans since 1994**

**Providing services for wide range of veterans include those in shelters, transitional living, and permanent housing**



Katie Doherty Veterans Village – Pittsfield, MA  
(for female vets, 15 units)



Agawam, MA - 51 permanent housing units



**Mary D Stone Apartments**

**Auburn, MA | 2021 | 55 Units**







Mary D Stone Apartments



**Julia Bancroft Apartments**

**Auburn, MA | 2022 | 60 Units**







*Recently completed independent living unit at the former Julia Bancroft school in Auburn, MA*



**Julia Bancroft Apartments**





**Julia Bancroft Apartments**

## Redevelopment Priorities

**Renovate existing domiciliary buildings into high-quality apartments with private personal space, individual kitchens & bathrooms**

**Create a diverse unit mix to provide opportunities for veteran families and individuals at a mix of incomes**

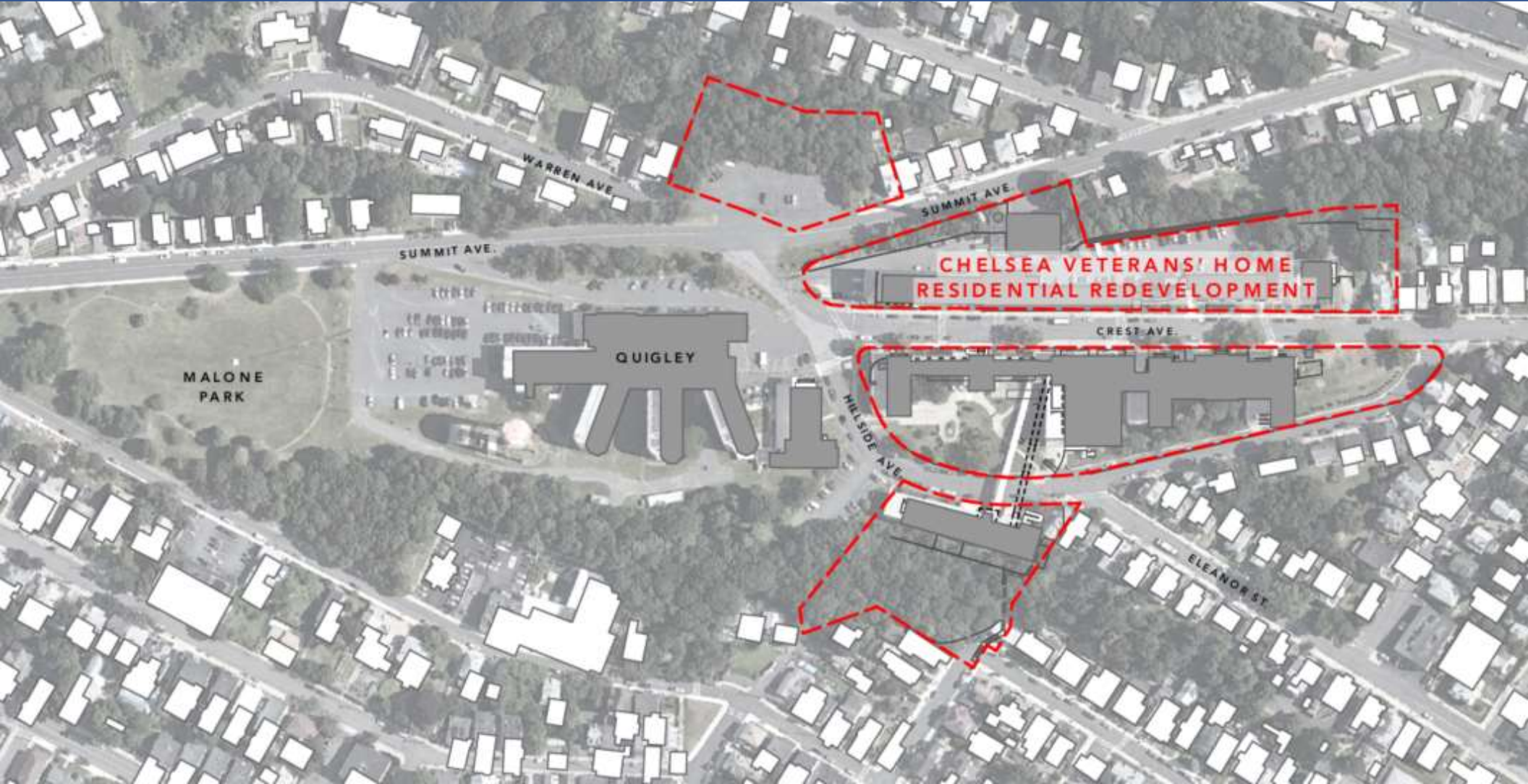
**Create one-stop resource center & other amenities for veterans and their families**

**Implement 100% veteran preference for entire site**

**Service provision to ensure long-term resident success**

**Ensure that all existing residents stay on site throughout redevelopment**







Veterans' Home in Chelsea – Current Aerial

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Veterans' Home in Chelsea – Rendering of Site Plan

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# Veterans' Home in Chelsea – Site Plan

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Veterans' Home in Chelsea – Open Space as a Priority

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# Veterans' Home in Chelsea – Site Plan

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Chelsea Soldiers' Home – Open Space as a Priority

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# Veterans' Home in Chelsea – Site Plan

**PENNROSE**  
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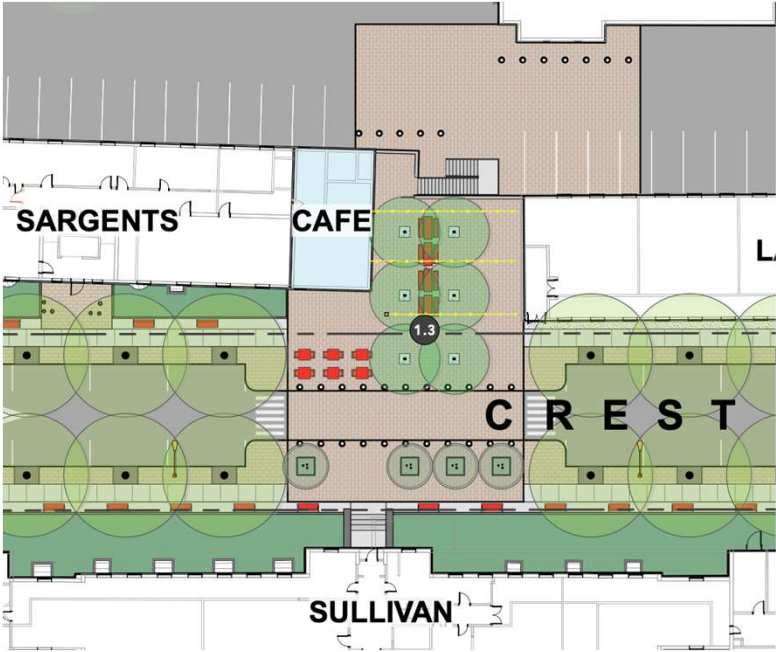


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# Chelsea Soldiers' Home – Open Space as a Priority

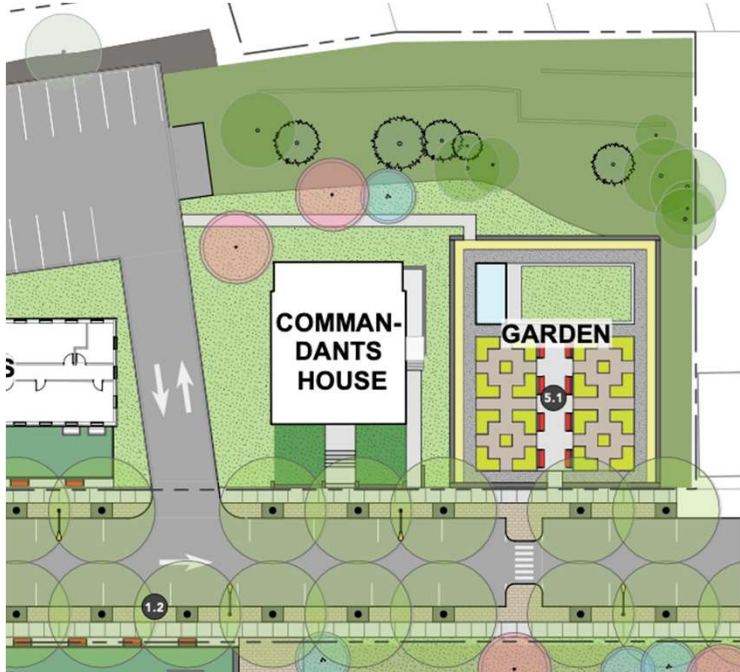
## CREST AVENUE STREETScape & PLAZAS: PLAZA PAVING, WALL SIGNAGE, STREET CHARACTER, FURNISHINGS, LIGHTING





# Chelsea Soldiers' Home – Open Space as a Priority

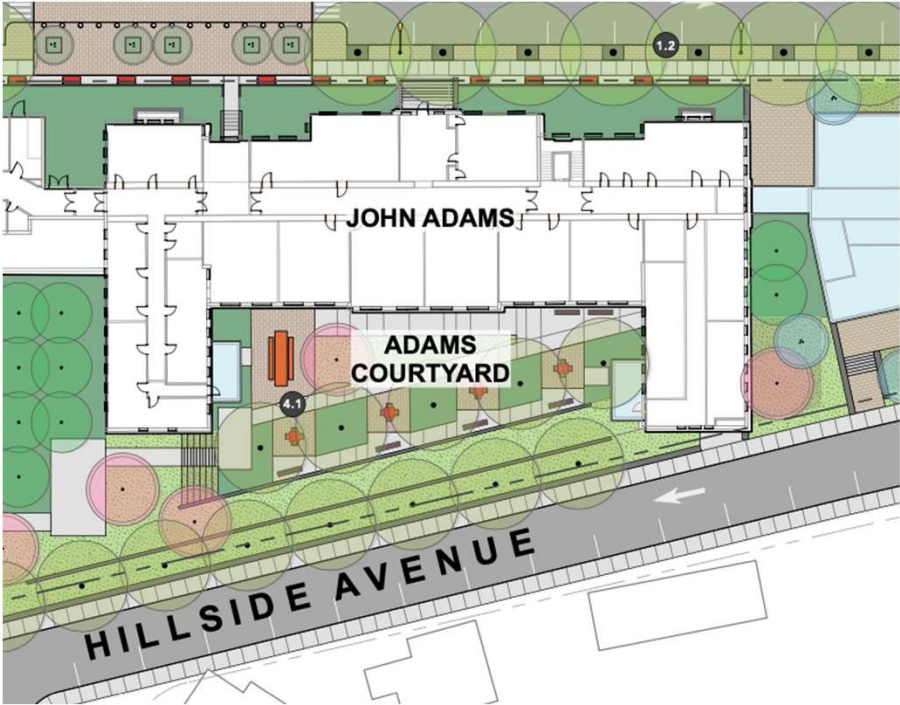
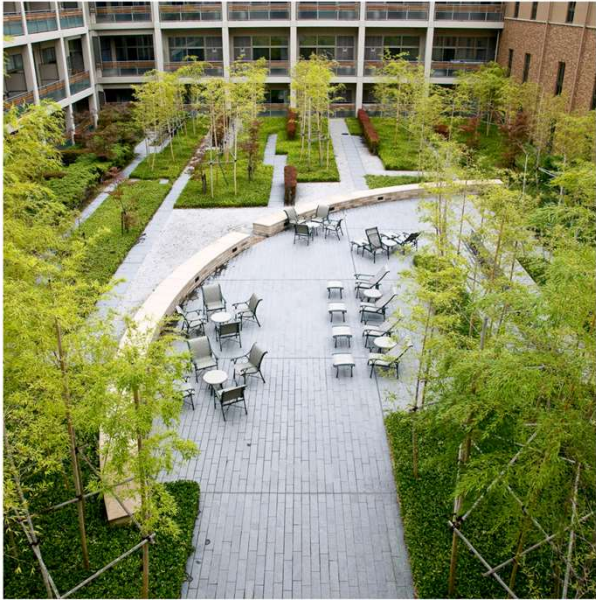
VETERAN'S HOME GARDEN & GREENHOUSE





# Chelsea Soldiers' Home – Open Space as a Priority

**ADAMS COURTYARD:**  
PLAZA, COMMUNAL TABLE, PLANTINGS



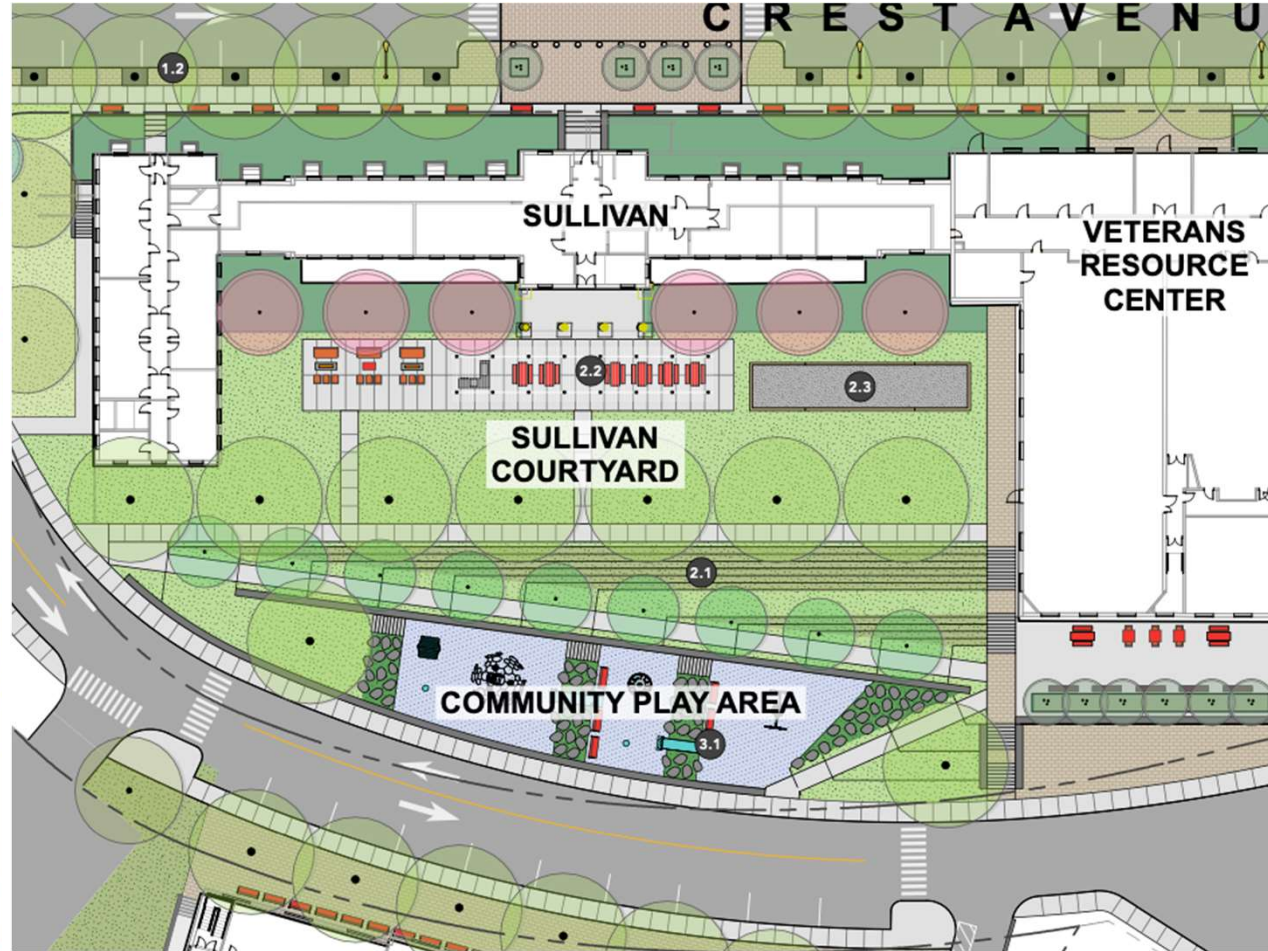


# Chelsea Soldiers' Home – Open Space as a Priority

**SULLIVAN COURTYARD:**  
SLOPED PLANTINGS & WALKWAYS, PERGOLA COVERED SEATING AREA, BOCCIE COURT



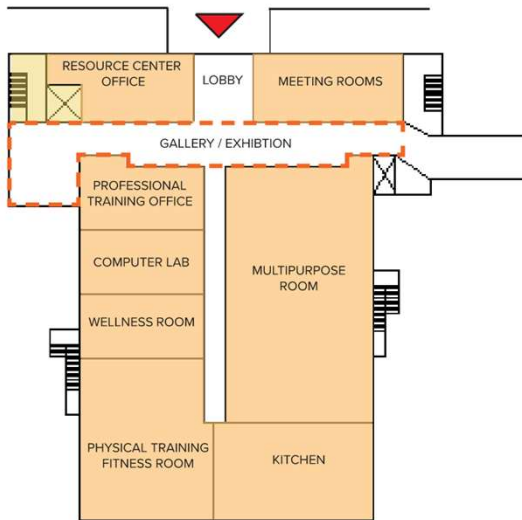
**COMMUNITY PLAY AREA:**  
EMBANKMENT SLIDES, PLAY & FITNESS EQUIPMENT, PLANTINGS







**The Headquarters Building**



## The Veterans' Resource Center



City of Chelsea  
Veterans Services



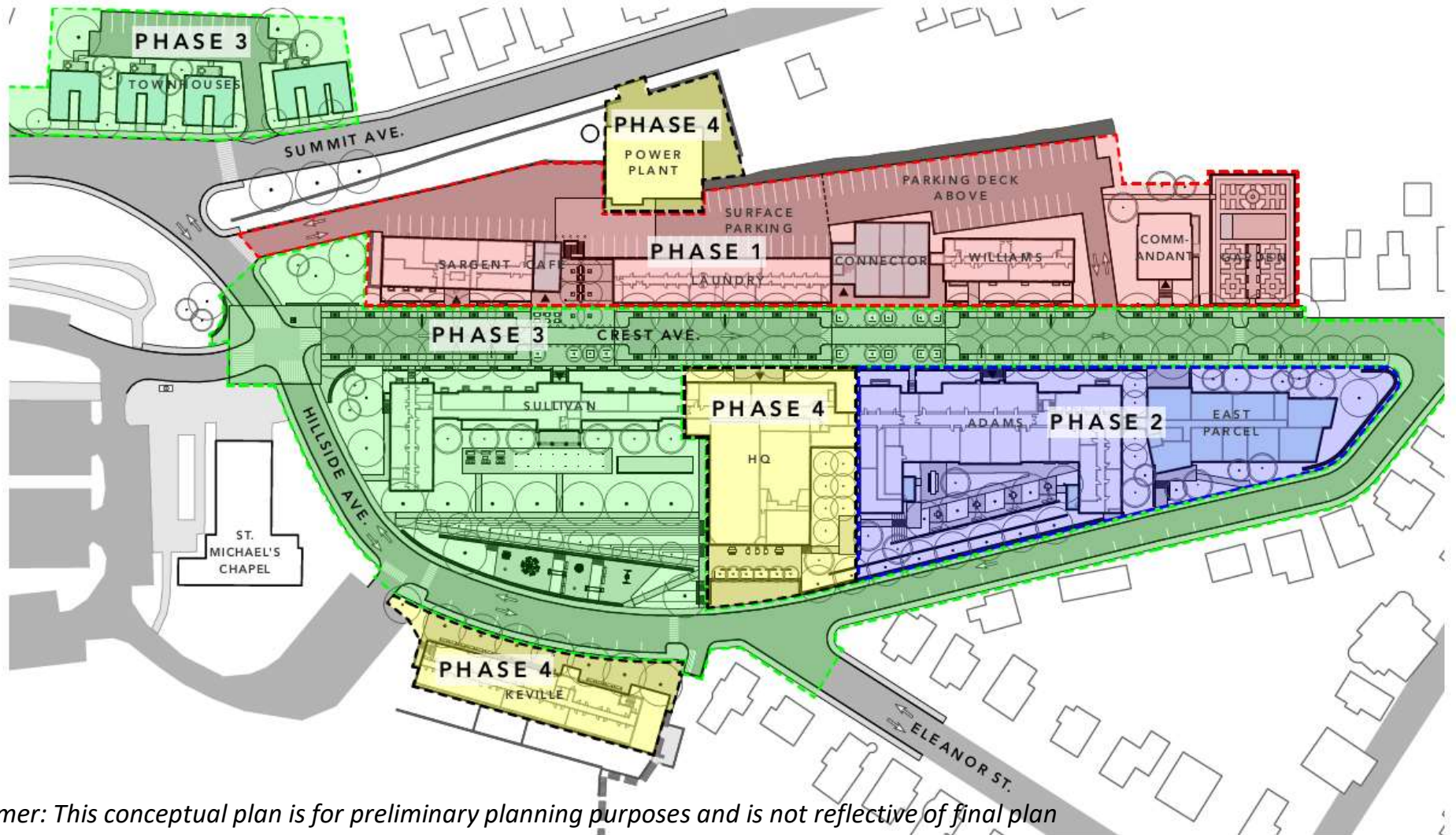


Chelsea Soldiers' Home – Open Space as a Priority

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## Proposed Unit Mix – Unit Size

	Family	Senior + Family	Family	Family + Supportive		
	Phase I	Phase II	Phase III	Phase IV	TOTAL	%
Studios	34	14	11	16	<b>75</b>	32%
1-Bedrooms	29	55	13	24	<b>121</b>	52%
2-Bedrooms	0	12	20	6	<b>38</b>	16%
<b>Total Units</b>	<b>63</b>	<b>81</b>	<b>44</b>	<b>46</b>	<b>234</b>	100%
# of Buildings	4	2	1	2	<b>9</b>	



## **SCHEDULE**

<b>May - August 2023</b>	<b>Zoning Approval</b>
<b>Winter 2023/2024</b>	<b>Apply to State for Financing</b>
<b>Spring 2024</b>	<b>Awarded Financing</b>
<b>Summer 2024</b>	<b>Pre-construction Meeting with Neighborhood</b>
<b>Fall 2024</b>	<b>Phase I Construction Start (each subsequent phase to start after 6-9 month gap)</b>
<b>Spring 2026</b>	<b>Phase I Completion</b>
<b>Spring 2029</b>	<b>Phase IV Completion</b>



**Thank you!**

*Please stay tuned for updates on*  
[www.VeteransHomeinChelsea.com](http://www.VeteransHomeinChelsea.com)

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